

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

Gimbel Brothers

Friday, May 26, 1916

Men's "Beltsac" Suits—"Society Brand" Clothes

Straw Hats,
\$1.50 to \$25
—First floor

Gimbels Lead in Readiness With This Most Sensible Summer Garb—A Hundred Styles



Think of a Norfolk suit—most men would scarcely chance one. That belt in front is a bit too much. But the belt sack coat has belt in back only; stitched flat, to hold the pleats. Who will wear it? Merchant, banker, lawyer, chief—men of all ages, in every walk of life and along that walk. A bit more shapely than the sack suit that London calls a "lounge suit"—putting a bit of figure to fat men or lean. It needn't be buttoned up—isn't entirely. The coat having one to three buttons.

\$15, \$17.50, \$20, \$25, \$30

The high-point of the fashion is the suit in green cricket flannel. But it is here in blue, gray, brown and more than fifty mixtures—favorably those showing humps in the weave *a la* Bannockburn. These are three-piece suits;

in many the vest is unlined, with back of silk. The coat is apt to be quarter-silk-lined.

Serge Suits at \$15 to \$30

"Kuppenheimer" Suits and Overcoats, \$20 to \$40.

"Society Brand" Suits and Overcoats, \$20 to \$40.

The Gimbel store leads Philadelphia in the growth of its men's clothing business. And this growth is based on the discrimination of careful dressers. There cannot be any "luck" that is centering the business here.

—Gimbels, Second floor, Ninth Street

Mohair Coats, \$1.50 to \$8.50.

—Gimbels, some on Grand Aisle, First floor & 2d floor

White Duck and Khaki Trousers, \$1 to \$2.

Flannel, \$3.75, \$5, \$6.

—Gimbels, Second Floor

Auto Dusters, \$1.50 to \$6.50.

Slip-On Raincoats, \$7.50 to \$20.

Misses' Suits Reduced

\$15, Values \$20 to \$35

\$28.50, Values \$39.75 to \$55



Girls' Silk Dress, \$8.75; was \$13.75
Misses' Suit, \$28.50; was \$55

Fashions as tempting as are the prices. All sizes, 14 to 20 in the group—but not in any one style.

The suits at \$15 are of velour checks, gabardines, men's wear serges and fine checks; flare, Russian and semi-fitted models. Wanted colors.

The suits at \$28.50 are in one of a style models. Developed of taffeta, serge and gabardine. Popular colors. Cutaway and flare coats. One style pictured.

Charming Silk Dresses at \$15

Developed of taffeta and Georgette crepe combinations, or all taffeta and crepe de Chine. Street or evening shades.

Girls' Coats and Dresses. Save!

Silk and cloth coats for girls 6 to 15 years. Broken lots. Now \$5 to \$15, were \$7.50 to \$25.

Silk Dresses in becoming styles for girls 8 to 15 years. Now \$8.75 and \$13.75, were \$10.75 to \$19.75. —Gimbels, Salons of Dress, Third floor.

Waists For Outing Wear \$1 to \$5 Noteworthy Values



Habitat Silk, Two-tone, \$2
Of Sheer Organdie, \$2

Noteworthy in every sense of the word—as regards style as well as value! Waists you will take pride in the wearing secure in the knowledge of looking one's best. Many are copied from French models that sold at almost prohibitive prices.

Lingerie Waists, at \$1, most approved styles.

Lingerie Waists at \$2, in plain white or with a touch of color; some frilled.

Crepe de chine Waists; diversified styles; flesh and white, at \$3.

Crepe de Chine and Georgette Crepe Waists of infinite charm, \$5. Special—\$3.85; values \$5.90 to \$8.90.

Sample Waists of lace net, Georgette crepe, washable satin and crepe de chine; real beauties! —Gimbels, Salons of Dress, Third floor, and some on Aisles, First floor

Women's Suits at \$15

Values \$22.50 to \$35

Opportunities For Memorial Day Trips!

This maker was busily engaged in developing samples for the fall trade, so closed out to us his surplus overcuts, representing favored spring fashions. The price paid permits our offering at \$15 Suits regularly \$22.50 to \$35. Fabrics include serges, gabardines and checked suitings. Plenty of navy blue, also other colors.

Tailored Suits—New Arrivals

Mohair Suits; feather weight; sheds dust. Quite the vogue! Unusual values at \$15 and \$17.50.

Taffeta Suits, of smart simplicity in navy or black, at \$17.50 and \$20.

Silk Poplin Suits; two stunning models, at \$20.

Linon Suits; decidedly chic and new, at \$10.75, \$12.75 and \$15.

Other linen suits, exceptional values indeed, at \$5.90, \$6.90 and \$7.90. —Gimbels, Salons of Dress, Third floor

First Big Dress Goods

Bargains of the Season

\$1 a yard for \$2 silk-and-wool Moire Poplin—stylish colorings.
\$1 a yard for \$1.50 all-wool French Serge—cream ground, black pencil stripes, 46-inch.
\$2 a yard for \$3 all-wool Striped Velour—for sports coats, 54-inch.
38c a yard for 60c Beach-cloth—for separate skirts and suits, 36-inch. —Gimbels, Second floor

The New Untrimmed Hats

"Rickasha" or chair-cane hat. We're thinking in Japanese. Light, big sailor shape. Black and colors, 75c. We expect the next lot to be \$1.50. Milan Hems, white Sailor Hats—some variety of shapes, \$1.75—\$2.50 value. "Wenchow" or grass Hat—large sailor shape. Just add a band and you have a sports hat worth while. \$1.50—value \$3. —Gimbels, First floor, rear.

Children's and Misses' Trimmed Hats Reduced

Milan, panamas, Milan hems, lace and embroidery, at 95c, values \$2 to \$5. —Gimbels, Third floor

Liberty Bell Coffee, \$1.70 5-lb. Canisters \$1

Bean or ground, as desired.

Cooked Prime Soft Shell Crabs, counter delivery, 3 for 50c

Small lean Hams, selected, Lenox quality, at 22c lb.
H. J. Heinz Co.'s Sweet Mustard Pickles, Sour Onions, Chow Chow, or Sweet Mixed Pickles, four 55c quart jars for \$1.50, or 40c each.
Sun-kist California seedless Oranges, 3 dozen for \$1.15, dozen for 40c, or half dozen, 25c.
Imported Spanish Queen Olives, or Stuffed Olives, 2-quart jars, at 80c, or 42c each.
Sharp Coon Cheese or English Dairy Style, 35c value, at 4-lb. cuts, at \$1.10, or 28c lb.

Crackers, Medlar's, Butter Thins, Saltines, Sweet Graham or High Teas, at dozen packages for 88c, or 4 packages for 30c.
Peanut Butter, Lenox, freshmade, 60c 3-lb. pails, at 48c.
Sweet Grape Juice, Lenox, Concord, heavy bodied, dozen 25c pint bottles for \$2.10, or 3 bottles for 55c.
Cooked Ox Tongue, wafer-sliced, counter delivery, at 55c lb.
Loaf Cakes—Gold, Sunshine or Coconut Sponge, our own baking, counter delivery, at 22c lb.

Women's Neckwear

There are so many new, pretty neck-fashions that it's hard to pick four or five to tell of.
Large Collars, of white chiffon, with deep pleating of white, touched with color. \$1 and \$2.
Collar-and-Cuff Sets, white bengaline, flat and semi-roll. \$1 and \$1.50 a set.
Some of broadcloth, at \$1.50.
Collar-and-Cuff Sets of pique, cotton gabardine and of cotton corduroy, at 50c to \$1.50.
Collars of Georgette crepe with full frill \$2. White.
Same style, of white voile with edge of rose or blue. \$1.
Maline Neck Ruffs—black, white and colors, \$1 to \$3. —Gimbels, Regular Section, First floor

Flags

for Memorial Day

Five Flags with 5-finger bracket, for 40c or 65c or \$1—the latter are 24x36-inch.
Cotton Bunting Flags, sewed stripes; with pole and rope and bracket—3x5 feet, at 75c.
4x6 feet, at \$1.
5x8 feet, at \$1.75.
Wool Bunting Flags, American Navy quality, 3x5 feet, at \$2.75, up to 20x30 feet, at \$60.
Silk Flags, 2x3-inch, at 3c, to 16x24-inch, at 65c. And up to 4x6 feet, at \$6.25. —Gimbels, Fourth floor, and some on Grand Aisle, First floor.

Shoe Selling Extraordinary

Men's : Women's : Children's Shoes : Less to Pay

Women's \$5 to \$8 Low Shoes, at \$3.40—patent-leather, gunmetal calfskin and some in combinations of leathers; high-cut pumps; Louis heels.
Women's \$5 Summer Shoes, at \$2.60—patent-leather, gunmetal calfskin, buckskin—welted and turned soles; wooden/Louis heels.
Women's \$3.50 and \$4 Low Shoes, at \$1.95—patent-leather, gunmetal calf, and tan calf pumps and Colonial and oxfords.
Misses' \$2.50 Low-Cut Pumps, at \$1.65—patent-leather, ankle-strap.
Misses' \$4 Pumps, at \$2.40—patent-leather.
Misses' \$3 Nu-Buck Pumps, at \$1.65.
Children's \$2 Shoes, at \$1.25—high and low; lace and button; sizes 6 to 11. White canvas and black calfskin.

Men's \$5 Oxfords at \$3.40

Samples—sizes 6 to 7½, B and C widths. Mahogany-tan calfskin; black kid-skin and patent-leather. Samples—hence, newest of the new.
Boys' \$3 and \$3.50 Oxfords, at \$2.25—tan calf and black. Some sizes missing. —Gimbels, Second floor.

Boys' Clothing of Merit

Gimbels are giving two pairs of trousers with many lines of Boys' Suits—seems to more than double their service-giving as to good looks and nearly doubles as to wear.

Blue serge and fancy tweed Norfolk Suits, for ages 6 to 18. Two pairs of trousers. A fairly good lot to sell at \$6.50 instead of \$10.

Another line—blue serge and fancy worsteds and tweeds—some with extra pair of trousers. \$10 instead of \$13.50 to \$15.

Another line—fancy tweeds and cassimeres—with two pairs of trousers—\$8.50 instead of \$12. Long-trouser Suits—tue coat

has "pinch" or Norfolk back.

Tweed and flannel—blue, green, gray and brown. For ages 14 to 20. \$11 and \$14—values to \$18.

Boys' Washable Suits, for ages 2½ to 10. In Junior Norfolk, Tommy Tucker and Middy styles—

\$1.85—Values \$2.50 to \$3.50

White rep hand-embroidered Suits, for ages 2½ to 8—\$3. —Gimbels, Third floor



Stockings

So far—and we can probably weather out the scarcity—Gimbels sell only hosiery in worthy colorings. As a rule, least to pay—we bought in time.

Children's Fancy Socks, at 15c, 25c and 35c.

Women's silk Stockings—black, white and shoe-shades, at \$1.

Women's white Stockings, at 25c, 35c, 38c and 50c.

Men's mercerized Socks at 25c.

Men's Phoenix silk Socks, 50c.

Women's summer Vests, at 18c, 25c, 38c and 50c. Many have fancy yoke. —Gimbels, First floor

Saturday—Victor Day

Gimbels will have attractive little concerts throughout the day, playing records issued on the June list.

Many attractions in this list.

An offer—

Victrola \$50
Cabinet \$19
Ten Records, your selection \$7.50
..... \$76.50

Delivered on first payment of \$5. The rest in easy monthly parts. —Gimbels, Hardman Hall, Seventh floor

Anticipating Memorial Day Clothing Needs : Subway Store Holds Bargain Feast Tomorrow

The Sale of Dresses Eclipses All Records

No wonder the Subway Store Section for women, misses, and growing girls is busy—the reason is in these values—
Women's and misses' summer Dresses—striped or colored voiles, marquisette, embroidered lingerie or net and all-overs; sizes 14 to 44 at \$3.25, \$3.95, \$5, \$5.95 and \$7.95, values \$7.50 to \$15.

Women's and misses' silk and serge Dresses—splendid assortment, at \$5 to \$10, values \$7.50 to \$15.

Women's and misses' white chinchilla Coats—belted or loose sweater models; sizes 14 to 44, at \$5.95 to \$10, values \$7.50 to \$12.95.
Girls' white Dresses—all-over embroidery, lingerie and embroidered organdie, short- or medium-waisted, also bolero or with fancy trimmings, at \$1, \$1.95 and \$2.95, values \$1.50 to \$4.50.

1500 Separate Skirts : 75c to \$1.95; Values \$1.25 to \$3.00

Cotton gabardine, rep, linen, crash and cordaline—also corduroy and cream mohair; all sizes—individually priced, at 75c, 85c, \$1, \$1.50 and \$1.95, values \$1.25 to \$3.

New Nightgowns for Women at 50c and 75c; Values 75c to \$1.25

High- or low-neck; lace- or embroidery-trimmed. —Gimbels, Subway Store

Strap Purses—Special at 50c

Patent-leather; silk-lined; nickel-plated frame inside. 65c for \$1 small-size silk string Bags; black and colors. —Gimbels, Subway Store

\$1 Middy Blouses at 50c

Voiles, sheer lawns, plaid voiles, striped pineapple voile—all-white or assorted colors.
Lingerie Waists—lace-trimmed or tailored—special at \$1. —Gimbels, Subway Store

Little Children's 75c Wash Dresses at 50c

Pretty chambrays and gingham in colors; for 2 to 6 years.
Little children's wash Hats and Caps, at 25c to 50c, values 38c to 75c; for 6 months to 4 years.
Little children's muslin Petticoats—lace- and embroidery-trimmed, at 25c, value 38c—for 6 to 14 years. —Gimbels, Subway Store

New 50c Sybil Frill Collars at 25c; value 50c

New Chiffon Ruffs, at 50c. —Gimbels, Subway Store

\$1 for \$1.50 "Reduce-U" Corsets for Stout Women

—Gimbels, Subway Store

New Trimmed Leghorn Hats Special at \$1.95 and \$2.95

Charming summer styles. —Gimbels, Subway Store

Women's 50c Fiber Silk Stockings at 38c

Black and colors.
Men's 30c silk Socks, some sizes missing, at 35c (3 pairs for \$1)—some slightly irregular weave.
Children's 20c to 35c fancy-color Socks, at 12½c, 15c and 18c a pair. —Gimbels, Subway Store

Women's 85c Silk Gloves at 65c

16-button-length; white.
Women's 2-clasp chamois-finish liste Gloves, at 58c, value 75c. —Gimbels, Subway Store

15c to 50c Mesh Veilings at 10c to 25c

Black and colored; sold by the yard. 25c and 50c fancy Boudoir Caps, at 10c to 25c. —Gimbels, Subway Store

Men's \$13.50 to \$18 Suits at \$7.50, \$9.50 and \$11.50

Right in the nick of time for Memorial Day! Every Suit at a substantial saving—we are unable to duplicate such "natty" models at these low prices. "Pinched" or plain backs for young men, and conservative styles. The latest fabrics are well represented, including staple blue serges, neat worsteds, cassimeres and chevions. Sizes range from youths' 15 years to men's 44. —Gimbels, Subway Store

Men's \$1 and \$1.50 Shirts at 68c

Surplus and "seconds," mostly with soft cuffs. Men's 15c and 25c Wash Ties, at 12½c. —Gimbels, Subway Store

Men's \$4 and \$5 High Shoes and Oxfords at \$2.90

Tan, patent- and dull-leather—hurt slightly in the factory.
Men's White Oxfords—Special at \$1.50
Canvas; heavy sewed rubber soles and heels; all sizes. \$1.50. —Gimbels, Subway Store

Men's \$1.50 Straw Hats at \$1

Boys' 75c linen Hats, at 50c. —Gimbels, Subway Store

Thousand Boys' Wash Suits—Each a Special at \$1 and \$1.50

Price concessions from two makers brings these up-to-date styles for boys 3 to 10 years. Also Norfolk Suits in new models in chevions, serges and cassimeres; many with extra pair of trousers; for ages 7 to 18 years. \$1 and \$1.50. —Gimbels, Subway Store

GIMBELS
Market : Chestnut
Eighth : Ninth